



## CREATING A MEDIA VISION BOARD

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*Visualisation is one of the most powerful mind exercises you can do. So creating a vision board of the places you'd like to get media coverage - and the opportunities you hope it will bring - can be a powerful way to stay focused on where you're going with your PR.*

When I first started pitching ideas into the nationals, I created a vision board of the national newspapers and magazines I wanted to write for - including the specific pages/sections I was aiming for. Despite everyone telling me it wasn't possible, I got published in every single one.

### **How to create your media vision board**

#### ***What you'll need:***

- 1-2 hours of uninterrupted research time
- A corkboard or large stiff piece of card (at least A3) or online vision board app
- Magazines/newspapers/internet access

Set aside a couple of hours this week to research the publications you'd like coverage in (and will help you achieve your aims). If you can get to bookshop/library with a big selection of magazines/newspapers, please do so, as not only is it better to look at hard copies (it's easy to miss things online), it's also a great opportunity to discover new titles.

Collect images, titles and covers from the publications and programmes where you'd like to share your message (or your client's) and place them on your board. Add images that relate to the feelings, experiences and possessions you'd like to attract as a result of your media coverage e.g. public speaking gigs, book contracts, new clients, more money, a new house, a major award, a seat in the House of Lords....whatever floats your boat!

You might also like to include affirmations, inspirational words, quotations or pictures of you/your client. Be creative, but selective - a cluttered or chaotic board might just attract the same into your life.

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### *What to do with your vision board*

Keep your vision board somewhere where you will see it every day - on or near your desk - or, if you've created an online version, you could make it your screensaver. Spend a few minutes each day - ideally first thing in the morning and at the end of the day - reminding yourself of your PR goals.

It's a good idea to write down the date you created your vision board. When you're focused on your goals - and remind yourself of them daily - it's amazing how quickly your dreams can come to fruition.

Above all, have fun with the process and remember there are no hard and fast rules about how to create a vision board...it's all about what will inspire you and keep you motivated.

And please post an image of your completed vision board in the Facebook group as soon as it's ready!